

2/49

FIG. 2

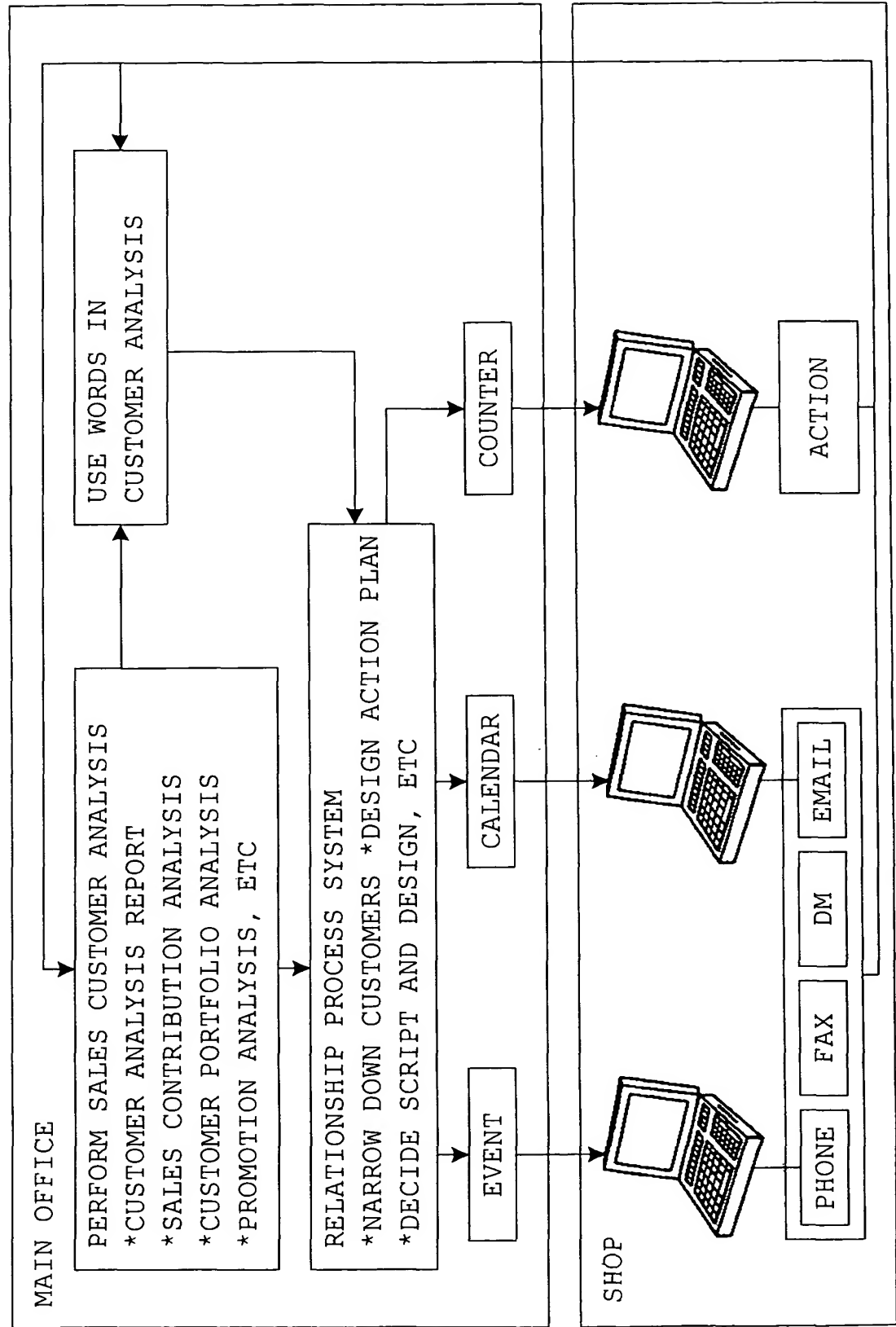
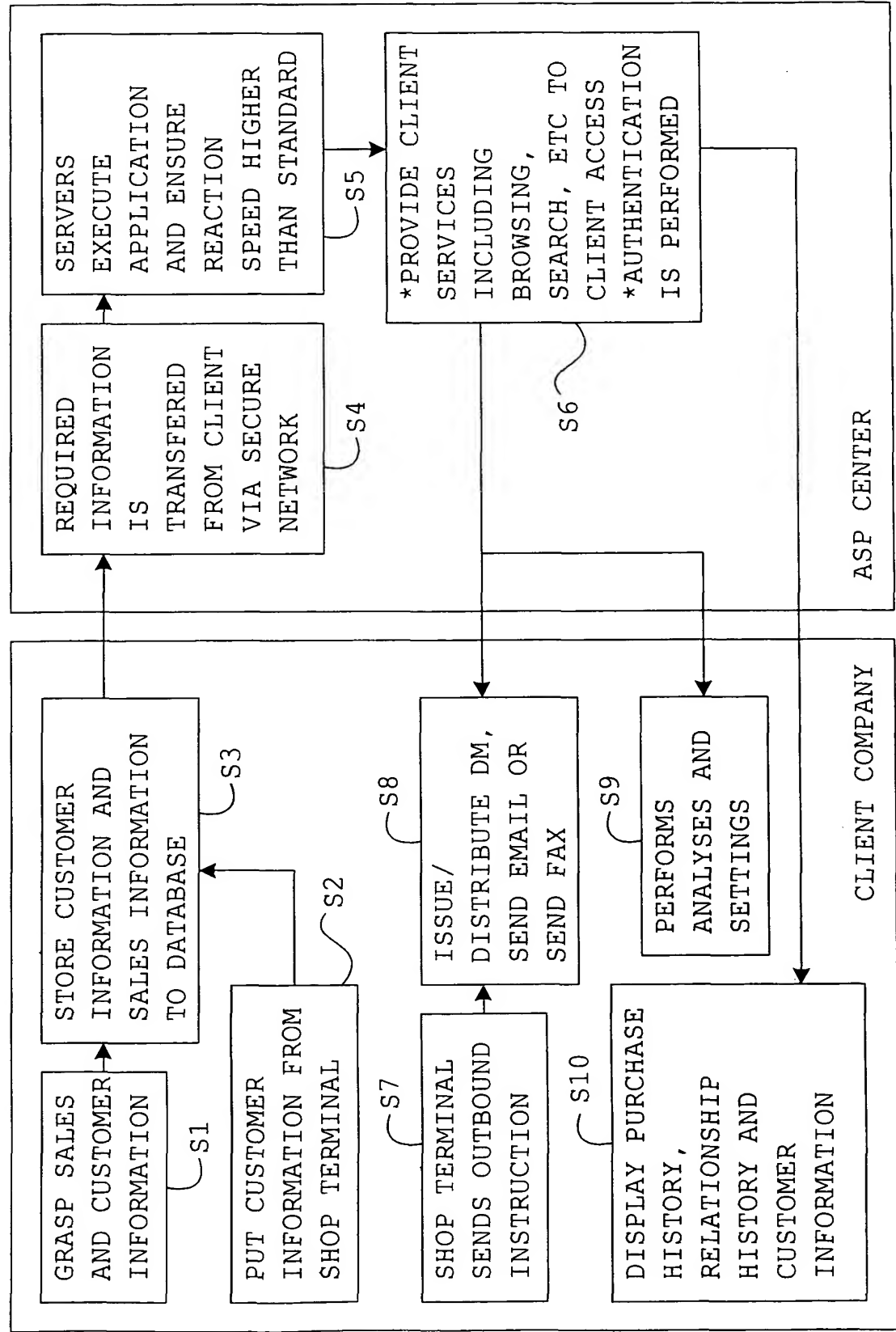


FIG. 3



4 / 49

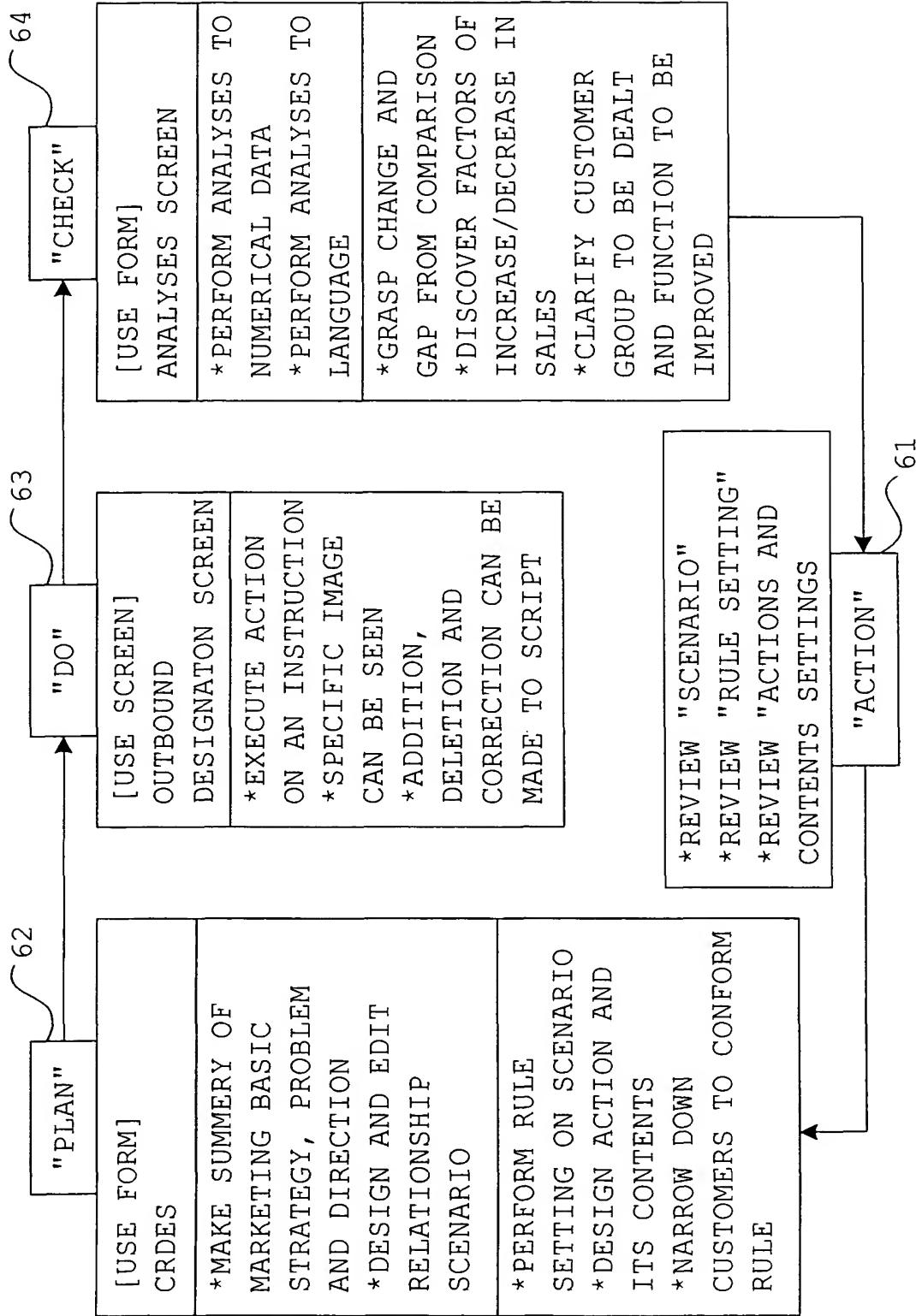
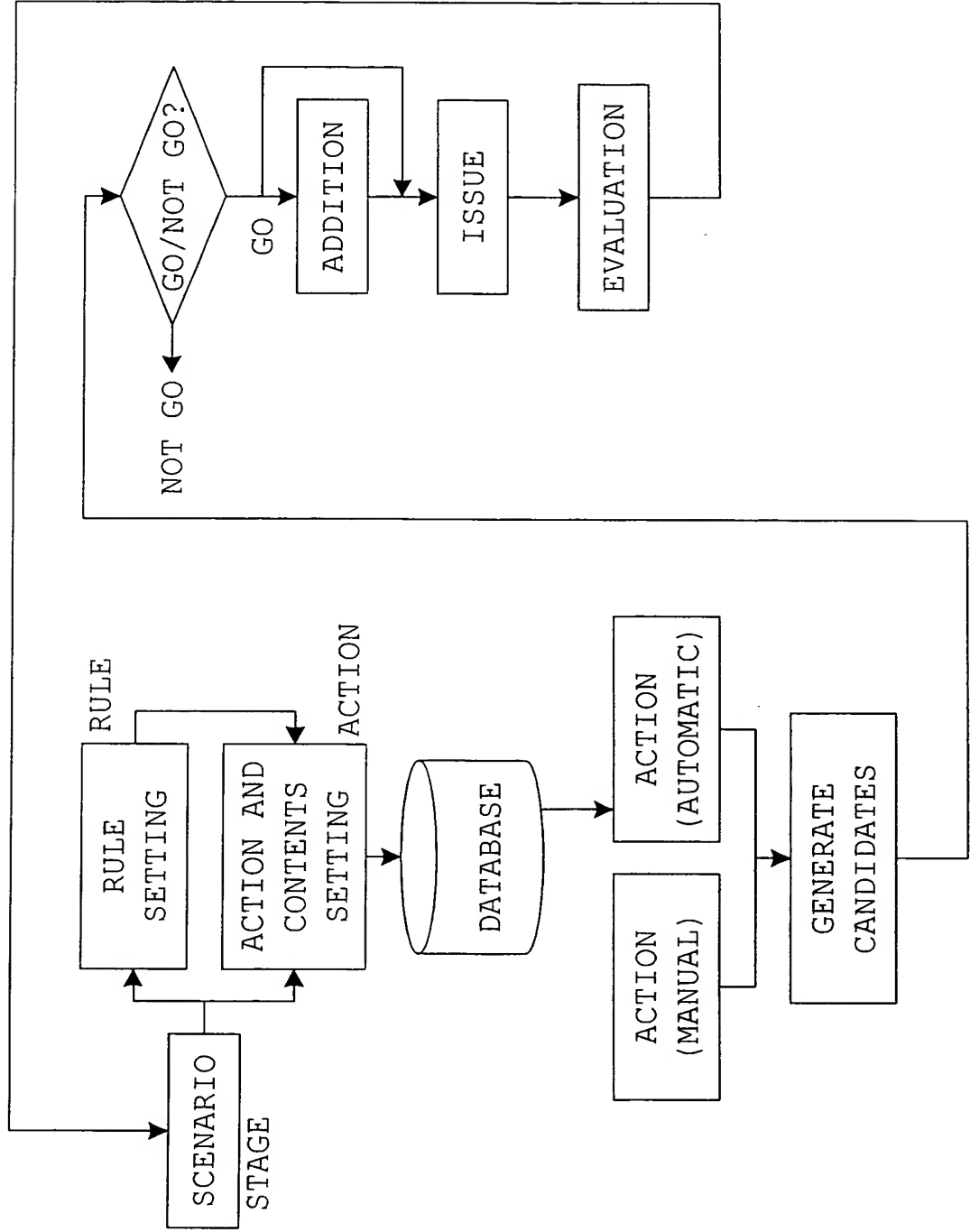


FIG. 4

5/49

FIG. 5



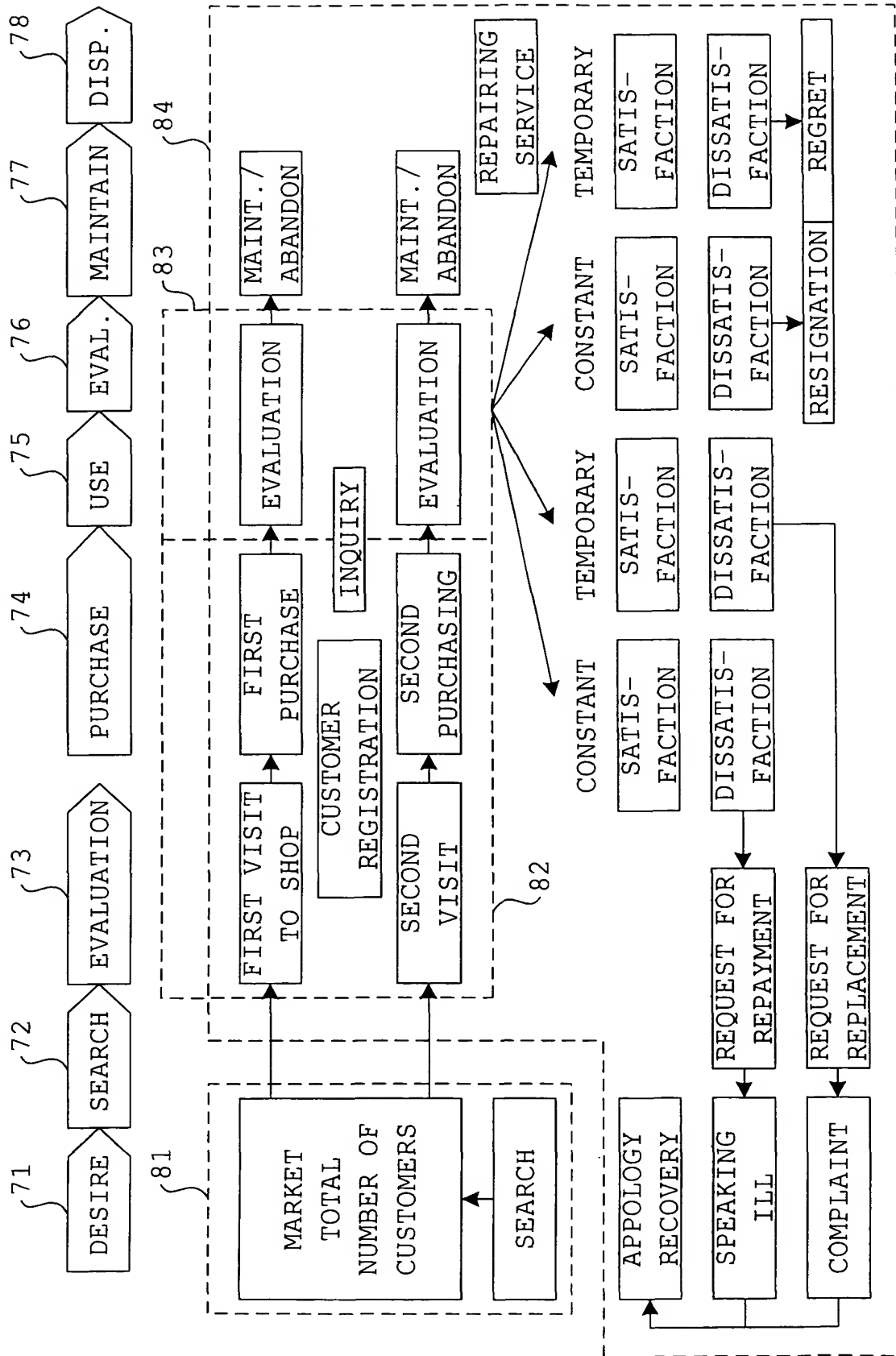


FIG. 6

Inventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

7/49

STAGE		TOOLS	CONTENTS	TARGET	OBJECT
M A I N	1	FIRST VISIT TO SHOP	MASS ADVERTISEMENT	INTRODUCTION CAMPAIGN	INCREASING FIRST VISIT CUSTOMER
	2	CUSTOMER REGISTRATION	APPLICATION FORM	REGISTRATION CAMPAIGN	REGISTER CUSTOMER TO DATABASE
	3-1	VISIT TO SHOP - FIRST PURCHASE	FACE-TO-FACE		INCREASE IN PURCHASE RATE
	3-2	VISIT TO SHOP - SECOND PURCHASE	FACE-TO-FACE (PC SCREEN)	INFORM OF CUSTOMER WHO SHOULD BE MEMORIZED	INCREASE IN PURCHASE RATE CROSS-SELL / UP-SELL
	3-3	VISIT TO SHOP - THIRD PURCHASE			
	4-1	FIRST PURCHASE - EVALUATION	DM, EMAIL	THANKS FOR PURCHASE, PRAISE DISCERNING EYES OF COMMODITY	PREVENTION OF WITHDRAWAL (MEMORY IMPRINTING)
	4-2	SECOND PURCHASE - EVALUATION			
	4-3	THIRD PURCHASE - EVALUATION			
	5-S	SHOP INVITATION PROMOTION	DM, EMAIL, TELEPHONE	UPPER RANK CUSTOMER	INCREASE IN VISIT
	5-P	COMMODITY RECOMMEND PROMOTION		TREND- SENSITIVE CUSTOMER	INCREASE IN SALES RATE OF SPECIFIC COMMODITY, ETC.

FIG. 7A

Inventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

8/49

STAGE	TOOLS	CONTENTS	TARGETS	OBJECTIVES
M A I N	6-C CALENDAR SYSTEM RELATION-MAKING	DM, EMAIL, NEWS LETTER	WITHDRAWAL PREVENTION, ETC.	PREVENTION OF WITHDRAWAL
	6-A ANNIVERSARY SYSTEM RELATION- MAKING	DM	BIRTHDAY PRESENT, ETC.	
	6-G SEASONAL GREETING RELATION-MAKING	DM	CHRISTMAS CARD, ETC.	
	7 DEALING WITH INQUIRY	DM, EMAIL, TELEPHONE	ORDERED COMMODITY IS RECEIVED, ETC.	
	8 DEALING WITH REPAIRING SERVICE	EMAIL, TELEPHONE	REPAIR IS COMPLETED, ETC.	
	9 DEALING WITH SPEAKING ILL	FACE-TO-FACE, LETTER		
S U B	10 DEALING WITH COMPLAINT	FACE-TO-FACE, LETTER		APOLOGY, RECOVERY OF RELATIONSHIP
	11 MAINTENANCE CONTRACT			
	12 SUPPLY PURCHASE			
	13 LICENCE ACQUISITION			
	14 LICENCE UPDATE			
	15 INSURANCE			
	16 OTHERS			

(DEPENDING ON INDUSTRY TYPE AND
BUSINESS CATEGORY, SUB-PROCESS
DESCRIBED LEFT IS DESIGNED IN ADDITION
TO THE MAIN RELATION STAGE.)

FIG. 7B

9/49

RULE NUMBER		02354		NAME		SIZE SETTING					
RANGE	USE FILE										
						=		SALES FILE			
						=					
					=					AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	
										AND	

FIG. 8

10/49

RULE NUMBER		02354	NAME		SIZE SETTING	
RANGE		USE FILE	=	SALES FILE		AND
			=	CUSTOMER FILE		AND
			=			
IF	(ITEMS	SIGN	CONDITION)	AND
	(PURCHASED COMMODITY	=	BOTTOMS		OR
		PURCHASED COMMODITY	=	QUICK)	AND
	(PURCHASE DATE	>=	AUGUST 15, 2002		AND
		PURCHASE DATE		AUGUST 14, 2002)	AND
		CUSTOMER GENERATION	<			
			=			
THEN	ITEMS		SIGN	EXECUTE (SETTLEMENT, DEFINITION)		
	ACTION NUMBER		=	A01-S01		
						AND

FIG. 9



FIG. 10

ACTION		A01-S01	NAME						
TOOL SETTING SECTION	ITEM NAME	SIGN		SECTION DESIGNATION					
	TOOL	=		DM					
	SIZE FORMAT	=		POST CARD, BOTH SIDES					
	BACKGROUND	=		PEDICEL, VERMILION					
	FONT AND COLOR	=		GOTHIC / BLACK					
	LAYOUT	=		7					
	LOCATION OF OUTPUT	=		CENTER					
	ACTION EXECUTION DATE	=		EVERY WEEK, SUNDAY					
	REPETITION	=		YES					
	TARGET			RELATION-MAKING					
EVALUATION INDEX		(NEXT-YEAR CUSTOMER EXISTING NUMBER) / (SENDING NUMBER)							
CUSTOMER NAME		MEMBERSHIP NUMBER BARCODE							
STAFF NAME		SHOP NAME AND STAFF NAME		STAFF		STAFF		STAFF	
PROFILE 1		PROFILE 2		PROFILE 3		PROFILE 4		FACE PHOTO 3	
SEASON 1		SEASON 2		SEASON 3		SEASON 4		PROFILE 5	
PURCHASED COMMOD.		BRAND LOGO		MATERIAL NAME		SIZE		SEASON 5	
SHOP NAME		SHOP LOGO		SHOP MAP					
COMMOD. SCRIPT 1		ITEM SCRIPT 2		ITEM SCRIPT 3		ITEM SCRIPT 4		ITEM SCRIPT 5	
CUSTOMER SCRIPT 1		CUSTOMER SCRIPT 2		CUSTOMER SCRIPT 3		CUSTOMER SCRIPT 4		CUSTOMER SCRIPT 5	


FIG.11


13/49


FIG. 12


<p>Ms. ***</p> <p>How do you do. I am *** of *** shop in Glnza. We do thank you for your purchase at our shop. Have you already tried the one-piece dress?</p> <p>This dress is one of the new dresses enjoying a high reputation this season. You purchased it at good timing since the manufacture quantity of this dress is small.</p> <p>The fashionable dress finds out your new characteristic you have never noticed, and give you a fresh feeling. I started to do this business with such a concept and feeling. I think that you, who chose this one-piece dress, have a good fashion sense and this dress that has met such a person is happy. I hope that you will go out with this dress in a good season of the year.</p> <p>Thank you very much.</p>	
<p>August 20,</p>	<p>2002</p>
<p>*** shop in Glnza of *** Inc. *-*- Glnza Chuoku, Tokyo tel 03 4567 8988</p>	
<p>***</p>	

MS. AIKO TOKYO


102

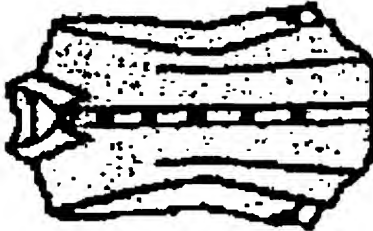
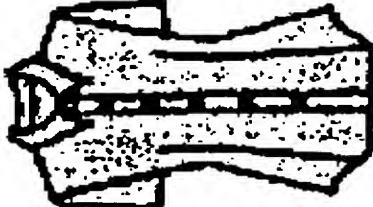
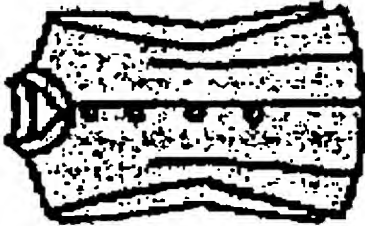
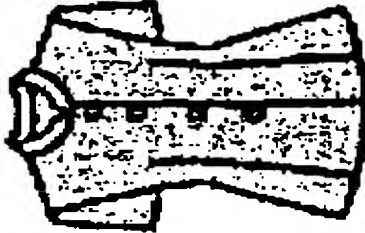

104


105


106

999 PTS.

103

SORTED BY DATE	
DATE	DESIGN
28 APR 01 WHITE PLAIN 9 4468711679	 SHASSIS COLLAR LONG-SLEEVED
21 APR 01 WHITE PLAIN 9	 SHASSIS COLLAR SHORT-SLEEVED
21 APR 01 BROWN STRIPE 9	 CHINA COLLAR LONG-SLEEVED
9 FEB 01 BROWN POLKA DOTS 9	 CHINA COLLAR SHORT-SLEEVED

NEXT

FIG.13

MS. AIKO TOKYO		DATE OF BIRTH		1970.06.18	AGE	33
		IS		MARRIED AND HAS CHILDREN		
CHILDREN:		HANAKO TOKYO		BORN	1996.07.10	FEMALE
		ICHIRO TOKYO		BORN	1999.01.25	MALE
CHARACTER						
ADDRESS						
CLOSEST STATION						
TEL. (HOME)		EMAIL				
TEL. (MOBILE)		EMAIL (MOBILE)				
OFFICE ADDRESS						
CLOSEST STATION						
DRESSING SITUATIONS		OFFICE		CLOSET		
FAVORITE		JOB				
COMMUNICATIONS						
FAVORITE COLOR						
COORDINATION						

FIG.14

CUSTOMER

MS. AIKO TOKYO

TOP

RELATION HISTORY											NEXT
#	TRANSMISSION				RESPONSE, RECEPTION					MEMO	
	DATE	DAY	TOOL	CONTENTS	DATE	DAY	TOOL	CONTENTS	COMP-- LAINTS		
	16MAY02		DM	PRESALE INFO	29JUN02			SHOP SALES		COMPLIMENT	
					25MAR02		PHONE	INQUIRY			
	18NOV01		DM	PRESALE INFO				SHOP SALES			
			DM								
								REPLACEMENT	YES	SETTLED	
			DM	SALE INFO							
							PHONE	REQUEST TO HOLD		SOLD	

120

FIG.15

MS. AIKO TOKYO

TOP

RECORDS OF PURCHASE

#	DATE	DAY	BRAND	PROD. #	PROD. NAME	COLOR	SIZE		SALE DIVI-SION	FIXED UNIT PRICE	PURCHASE			PAYMENT
							1	2			UNIT PRICE	QTY.	TOTAL	
1	29JUN02	SAT				WHITE	9		S	210	135	1	135	CARD
2	29JUN02	SAT				BLACK	42		S	120	78	1	78	
3	29JUN02	SAT				WHITE	9		S	75	48.75	1	48.75	
4	29JUN02	SAT				BLACK	9		P	43	48	3	144	
5	19MAY02	SUN							P					CARD
6												-1		RET.
7														
8														
9												-1	135	EXCH.
10												1	135	
11														

130

LARGE CLASSIFICATION	MIDDLE CLASSIFICATION	OBJECT	DATA DESIGNATION RANGE
SALES	COMPARISON IN VARIOUS ASPECT	GRASP SALES CIRCUMSTANCE	TIME, ORGANIZATION
CLIENT CONTRIBUTION	TIME COMPARISON, TREND ANALYSIS	GRASP DISTRIBUTION OF CUSTOMERS	TIME, ORGANIZATION, RANK, TREND, EVENT, STAFF, COMMODITY
CUSTOMER FLOW	TERM COMPARISON, TREND ANALYSIS	GRASP COMINGS AND GOINGS OF CUSTOMER EXERTED INFLUENCE	TIME, ORGANIZATION, RANK, TREND, EVENT, STAFF, COMMODITY
CUSTOMER LIFETIME VALUE	AGE ANALYSIS, ANALYSIS ON TIME PASSING	GRASP LIFE TIME CIRCUMSTANCE	TIME, ORGANIZATION, EVENT, STAFF, COMMODITY
CUSTOMER ATTRIBUTE	SEGMENT COMPARISON, CROSS ANALYSIS	GRASP PURCHASE ACTION FROM CHANGED CUSTOMER SEGMENT	TIME, ORG., EVENT, STAFF, COMMODITY, COMMODITY SEGMENT
PROMOTION	REACTION RATE	GRASP PROMOTION EFFECT	TIME, PROMOTION CODE
CUSTOMER TRACE	TREND ANALYSIS	GRASP TIME SERIES CHANGE IN SPECIFIC CUSTOMER SEGMENT	TIME, CUSTOMER SEGMENT
COMMODITY	MD ANALYSIS	GRASP MD POLICY BY MATRIX OF CUSTOMER AND COMMODITY	TIME, CUSTOMER SEGMENT, COMMODITY SEGMENT
OTHERS			

ANALYSIS (NUMERIC DATA)

FIG. 17A

19/49

LARGE CLASSIFICATION	MIDDLE CLASSIFICATION	OBJECT	DATA DESIGNATION RANGE
COMPLAINT ANALYSIS			
INQUIRY DEMAND ANALYSIS			
VOICE ANALYSIS AT A SALES CONTACT			
TOOL SCRIPT ANALYSIS			
OTHERS			
EVALUATION	CORRELATION ANALYSIS	ACTION ANALYSIS	EVALUATE EFFECTIVENESS OF ACTIONS (OBTAIN THE CORRELATION BY A STATISTICAL METHOD)

FIG.17B

Inventor: Masatsugu SHIBUNO
Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

TIME
DISPLAY BY

YY/MM/DD
WEEK

TO
NON/SPECIFIC

YY/MM/DD

DEPARTMENT
STAFF

SHOP
ANY STAFF

COMMODITY ATTRIBUTE

ANY

O AND O OR O NOT

O AND O OR O NOT

CLASSIFICATION ODECILE OQUINTILE OCUSTOMER RANK O REFERENCE VALUE

RANK	MINIMUM AMOUNT	TOTAL SALES		TOTAL TRANSACTION		CUSTOMER		NEW CUSTOMER		PURCHASE FREQ. PER PERSON
		AMOUNT	RATIO	NUMBER	RATIO	NUMBER	RATIO	NUMBER	RATIO	
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

OUTPUT FILE O INSTRUCT PRINT

141

FIG.18A

Inventor: Masatsugu SHIBUNO
Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

TIME
DISPLAY
EVENT

SHOP
ALL STAFFS

GOODS ATT
OR O NOT ***

CLASSIFI

RANK	MINIMUM AMOUNT	PURCHASE REQ. PER PERSON	DAYS PAST SINCE FINAL PURCHASE	SALES UNIT PRICE			PURCHASE POINT				
				A/B	A/C	A/C/D	E	RATIO	E/C	E/C/D	
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											

141

FIG.18B

Inventor: Masatsugu SHIBUNO
Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING . . .

TIME DISPLAY BY DEPARTMENT STAFF	YY/MM/DD WEEK SHOP ALL STAFFS	TO YY/MM/DD	CLASSIFICATION	DECILE	QUINTILE	SPECIFIC	VALUE	OUTPUT FILE	INSTRUCT	PRINT
---	--	----------------	----------------	--------	----------	----------	-------	-------------	----------	-------

OUTPUT FILE

O INSTRUCT PRINT

151

[illegible]

FIG. 19A



		THIS TIME										SUB													
	PREVIOUS TIME	1	2	3	4	5	6	7	8	9	10	TOTAL%	WITHD-	RAWAL%	TOTAL%	RANK UP%	MAIN-TAIN%	RANK DOWN%	SUB TOTAL%	NEW%	TOTALS				
		1	2	3	4	5	6	7	8	9	10														
1																									
2																									
3																									
4																									
5																									
6																									
7																									
8																									
9																									
10																									
SUBTOTAL												60	40	100								100			

152

152

FIG.19B

(YEAR 1998)

RANK	VISITOR NUMBER	CUSTOMER NUMBER	MINIMUM AMOUNT	PERCENTILE	TRANSACTION AVERAGE	ANNUAL SALES AMOUNT	PERCENTILE	SALES PER TRANSACTION	COMMODITY PER TRANSACTION	AVE. UNIT PRICE	ANNUALLY SOLD COMMODITIES	SALES AMOUNT PER ONE PERSON	SOLD COMMODITY PER ONE PERSON
1	18125	1450	1280	10	12.5	3452658	43.5	19049	3.66	52	66338	2381	45.8
2	10440	1450	770	20	7.2	1523659	62.7	14594	3.01	48	31424	1051	21.7
3	7975	1450	536	30	5.5	902452	74.1	11317	2.95	38	23526	622	16.2
4	6380	1450	380	40	4.4	675699	82.6	10591	2.88	37	18374	466	12.7
5	5220	1450	270	50	3.6	456860	88.3	8752	2.61	34	13624	315	9.4
6	4060	1450	192	60	2.8	350058	92.7	8622	2.51	34	10191	241	7.0
7	3190	1450	138	70	2.2	245698	95.8	7702	2.50	31	7975	169	5.5
8	2755	1450	88	80	1.9	186579	98.2	6772	2.45	28	6750	129	4.7
9	2175	1450	50	90	1.5	98348	99.4	4522	2.12	21	4611	68	3.2
10	1884	1449	-	100	1.3	46551	100	2471	1.86	13	3504	32	2.4
AVE.	62204	14499	-	-	4.3	7938651	-	12762	3.00	43	186317	548	12.9

FIG. 20

(YEAR 2001)

RANK	VISITOR NUMBER	CUSTOMER NUMBER	MINIMUM AMOUNT	PERCENTILE	TRANSACTION AVERAGE	ANNUAL SALES AMOUNT	PERCENTILE	SALES PER TRANSACTION	COMMODITY PER TRANSACTION	AVE. UNIT PRICE	ANNUALLY SOLD COMMODITIES	SALES AMOUNT PER ONE PERSON	SOLD COMMODITY PER ONE PERSON
1	17275	1382	1280	8.3	12.5	3329111	42.3	19271	3.71	52	64090	2409	46.4
2	10274	1427	770	17.1	7.2	1414532	60.3	13768	3.04	45	31234	991	21.9
3	8008	1430	536	25.5	5.6	880317	71.5	10993	3.00	37	24024	616	16.8
4	6327	1438	380	34.9	4.4	694518	80.3	10977	2.91	38	18412	483	12.8
5	5288	1469	270	45.2	3.6	546862	87.2	10341	2.64	39	13961	372	9.5
6	4194	1498	192	55.4	2.8	379203	92.0	9041	2.59	35	10863	253	7.3
7	3154	1502	138	64.3	2.1	239616	95.1	7597	2.50	30	7886	160	5.3
8	2695	1497	88	75.4	1.8	201389	97.6	7474	2.47	30	6656	135	4.4
9	2185	1561	50	86.2	1.4	120480	99.2	5513	2.13	26	4655	77	3.0
10	2045	1573	4.5	100	1.3	64741	100	3166	1.87	17	3824	41	2.4
AVE.	61447	14777	-	-	4.2	7870769	-	12809	3.02	42	185605	533	12.6

25/49

FIG. 21

26/49

	2001										SUB TOTAL	OUTFLOW	TOTAL
	1	2	3	4	5	6	7	8	9	10			
1	263	161	101	92	66	51	49	40	38	31	892	558	1450
2	145	154	116	85	64	55	54	45	43	38	799	651	1450
3	75	92	103	81	78	58	54	50	51	45	687	763	1450
4	40	51	64	95	65	55	50	64	55	48	587	863	1450
5	35	50	48	58	81	55	56	51	47	61	542	908	1450
6	28	19	35	52	50	72	37	65	49	70	477	973	1450
7	21	18	30	47	47	40	66	63	52	71	455	995	1450
8	18	19	22	27	40	44	40	59	52	59	380	1070	1450
9	11	15	18	20	22	30	34	41	62	60	313	1137	1450
10	9	11	15	18	23	29	32	34	41	41	254	1195	1450
SUBTOTAL	645	590	552	575	536	489	472	512	490	525	5386	9113	14449
NEW	737	837	878	863	933	1009	1030	985	1071	1048	-	-	9391
TOTAL	1382	1427	1430	1438	1469	1498	1502	1497	1561	1573	-	-	14777
DEDUCTION	-68	-23	-20	-12	19	48	52	47	111	124	-	-	278

FIG. 22

Inventor: Matsugusu SHIBUNO
Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

	2001										SUB TOTAL%	OUTFLOW%	TOTAL%	PER YEAR		
														SUB TOTAL%	OUT- FLOW%	
	1	2	3	4	5	6	7	8	9	10						
8991	1	18.1	11.1	7.0	6.3	4.6	3.5	3.4	2.8	2.6	2.1	61.5	38.5	100	85	15
	2	10.0	10.6	8.0	5.9	4.4	3.8	3.7	3.1	3.0	2.6	55.1	44.9	100	82	18
	3	5.2	6.3	7.1	5.6	5.4	4.0	3.7	3.4	3.5	3.1	47.4	52.6	100	78	22
	4	2.8	3.5	4.4	6.6	4.5	3.8	3.4	4.4	3.8	3.3	40.5	59.5	100	74	26
	5	2.4	3.4	3.3	4.0	5.6	3.8	3.9	3.5	3.2	4.2	37.4	62.6	100	72	28
	6	1.9	1.3	2.4	3.6	3.4	5.0	2.6	4.5	3.4	4.8	32.9	67.1	100	69	31
	7	1.4	1.2	2.1	3.2	3.2	2.8	4.6	4.3	3.6	4.9	31.4	68.6	100	68	32
	8	1.2	1.3	1.5	1.9	2.8	3.0	2.8	4.1	3.6	4.1	26.2	73.8	100	64	36
	9	0.8	1.0	1.2	1.4	1.5	2.1	2.3	2.8	4.3	4.1	21.6	78.4	100	60	40
	10	0.6	0.8	1.0	1.2	1.6	2.0	2.2	2.3	2.8	2.9	17.5	82.5	100	56	44
SUBTOTAL											37.1	62.9	100	72	28	
NEW											-		100			
TOTAL											-		100			
DEDUC-TION											-		100			

FIG.23

28/49

TIME
YY/MM/DD TO YY/MM/DD

DISPLAY BY
WEEK
SHOP
ANY STAFF

DEPARTMENT
STAFF

CUSTOMER ATTRIBUTE:

CUMULATIVE PURCHASE TIMES
OR MORE
OR LESS

PURCHASE FREQUENCY
TO
AND OR
COMM. PER CUSTOMER
TO
UNIT PRICE
TO
LAST PURCHASE
TO
CURRENT RANK
TO
RANK AS OF
TO

OUTPUT FILE O INSTRUCT PRINT

THIS YEAR			JAN	FEB	NOV	DEC
CUSTOMER NUMBER						
FREQUENCY						
EVENT DIVISION						
COMMODITY (LARGE CLASSIFICATION)						
COMMODITY (MIDDLE CLASSIFICATION)						
SALES PER TRANSACTION						
COMMODITY PER CUSTOMER						
UNIT PRICE						
LAST YEAR			JAN	FEB	NOV	DEC
CUSTOMER NUMBER						
FREQUENCY						
EVENT DIVISION						
COMMODITY (LARGE CLASSIFICATION)						
COMMODITY (MIDDLE CLASSIFICATION)						
SALES PER TRANSACTION						
COMMODITY PER CUSTOMER						
UNIT PRICE						

FIG. 24

(YEAR 2000)

RANK	SALES TOTAL AMOUNT	SALES TOTAL RATIO	VISITOR NUMBER	VISITOR NUMBER RATIO	SALES PER TRANSACTION	CUSTOMER NUMBER	CUSTOMER NUMBER RATIO	TRANSACTION PER CUSTOMER	SALES TOTAL IN P/H TIME	AVERAGE UNIT PRICE	COMMODITIES TOTAL IN P/H TIME	COMMODITIES TOTAL RATIO	SOLD COMMODITIES PER CUSTOMER	COMMODITIES PER TRANSACTION
1	655810	21.7	2802	9.7	23405	230	10	12.18	2851	82	7987	16.4	34.73	2.85
2	378670	12.5	2006	7.0	18877	230	10	8.72	1646	78	4863	10.0	21.14	2.42
3	241650	8.0	1439	5.0	16793	230	10	6.26	1051	75	3243	6.7	14.10	2.25
4	173730	5.7	1133	3.9	15334	230	10	4.93	755	72	2401	4.9	10.44	2.12
5	127510	4.2	907	3.1	14058	230	10	3.94	554	70	1809	3.7	7.87	1.99
6	91800	3.0	749	2.6	12256	230	10	3.26	399	69	1324	2.7	5.76	1.77
7	63360	2.1	602	2.1	10525	230	10	2.62	275	65	980	2.0	4.26	1.63
8	43700	1.4	505	1.8	8653	230	10	2.20	190	57	771	1.6	3.35	1.53
9	26850	0.9	391	1.4	6867	230	10	1.70	117	46	582	1.2	2.53	1.49
10	11930	0.4	282	1.0	4230	230	10	1.23	52	30	400	0.8	1.74	1.42
MEMBER	1815010	60.0	10816	37.5	16781	2300	100	4.70	789	75	24360	50.0	10.59	2.25
OTHERS	1210010	40.0	18027	62.5	6712						24340	50.0		
TOTAL	3025020	100	28843	100	10488						48700	100		

FIG. 25

(CHANGE BETWEEN YEARS 2000 - 2001)

RANK	SALES TOTAL AMOUNT	SALES TOTAL RATIO	VISITOR NUMBER	VISITOR NUMBER RATIO	SALES PER TRANSACTION	CUSTOMER NUMBER	CUSTOMER NUMBER RATIO	TRANSACTION PER CUSTOMER	SALES TOTAL IN P/H TIME	AVERAGE UNIT PRICE	COMMODITIES TOTAL IN P/H TIME	COMMODITIES TOTAL RATIO	SOLD COMMODITIES PER CUSTOMER	COMMODITIES PER TRANSACTION
1	30510	2.2	52	16.2	643	4	-3	.01	82	3.0	77	16.2	-.26	-.02
2	-30590	-0.4	-46	10.9	-1118	5	-2	-.38	-165	2.9	-553	7.5	-2.80	-.23
3	-14040	-0.1	43	8.5	-1435	7	-1	-0.00	-90	-.71	-159	5.8	-1.09	-.17
4	12680	0.7	-30	6.1	1567	9	0	-.31	25	-2.8	282	5.9	.79	.31
5	-1420	0.2	30	5.4	-602	7	-1	.01	-22	-3.8	81	3.9	.11	.02
6	2740	0.3	-26	4.0	820	9	0	-.23	-3.6	-7.2	197	3.4	.61	.34
7	-6840	-0.1	-30	3.1	-644	11	0	-.24	-41	-4.7	-37	1.8	-.35	.02
8	-2157	0.0	-21	2.7	-70	14	.2	-.21	-20	-3.8	15	1.6	-.13	.10
9	-3640	-0.1	-37	1.9	-311	16	.2	-.26	-22	-2.3	-53	0.9	-.38	.01
10	760	0.0	73	2.3	-656	18	.3	.21	-.70	-4.8	108	1.2	.31	.01
TOTAL	-11997	-	8	-	-123	100	-	-.19	-38	-.36	-42	-	-.46	-.01

FIG.26

31/49

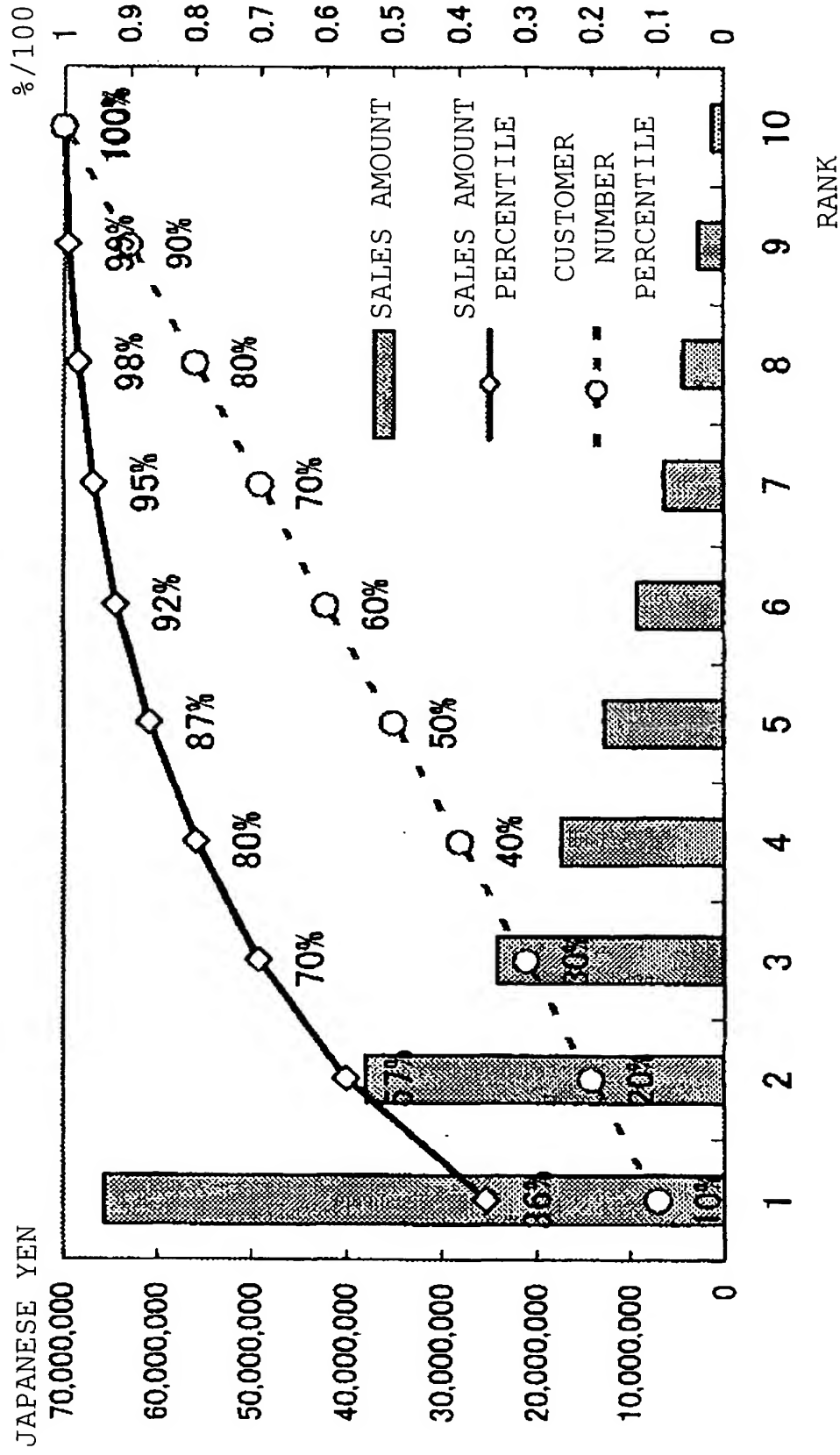


FIG. 27

32 / 49

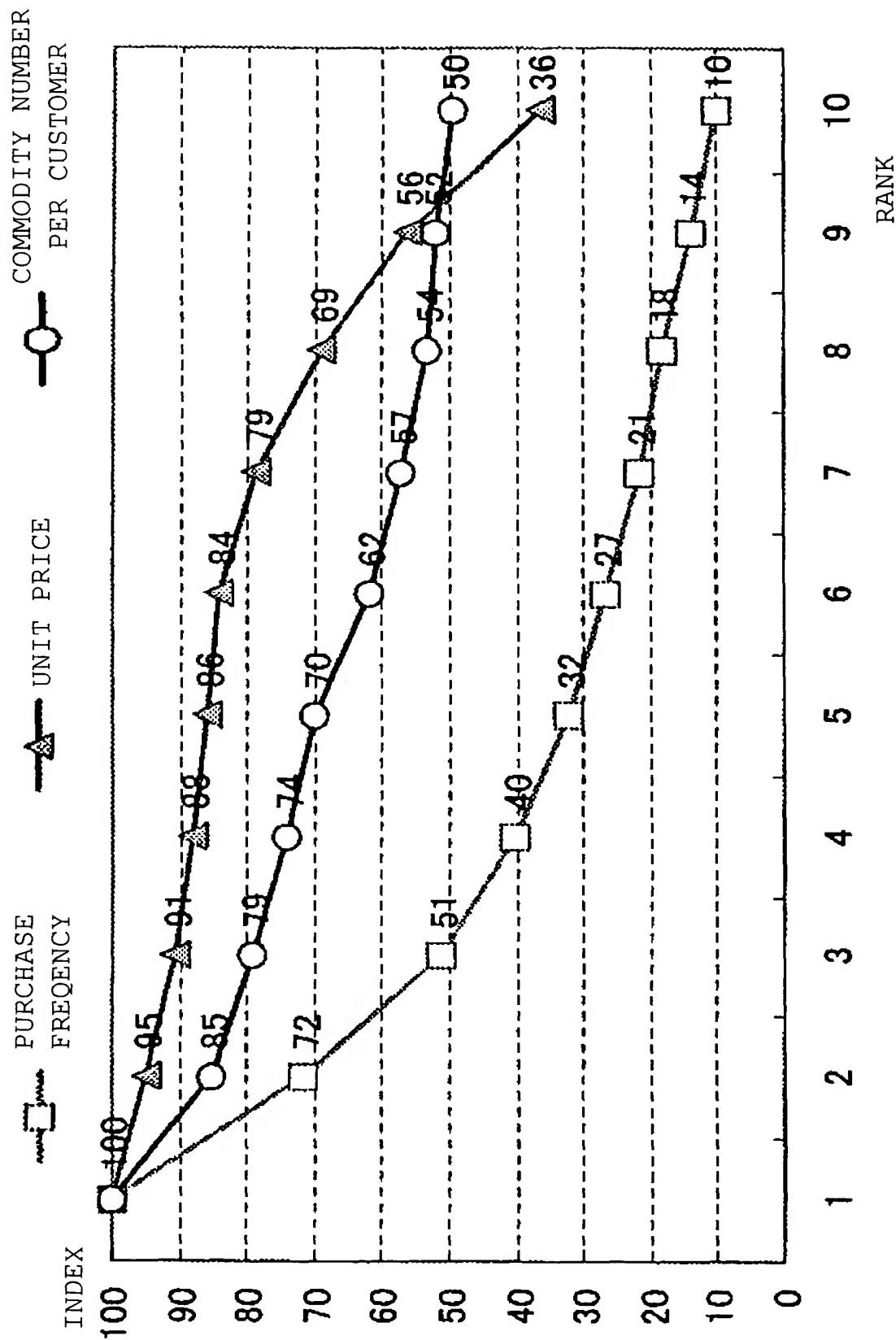


FIG. 28

33/49

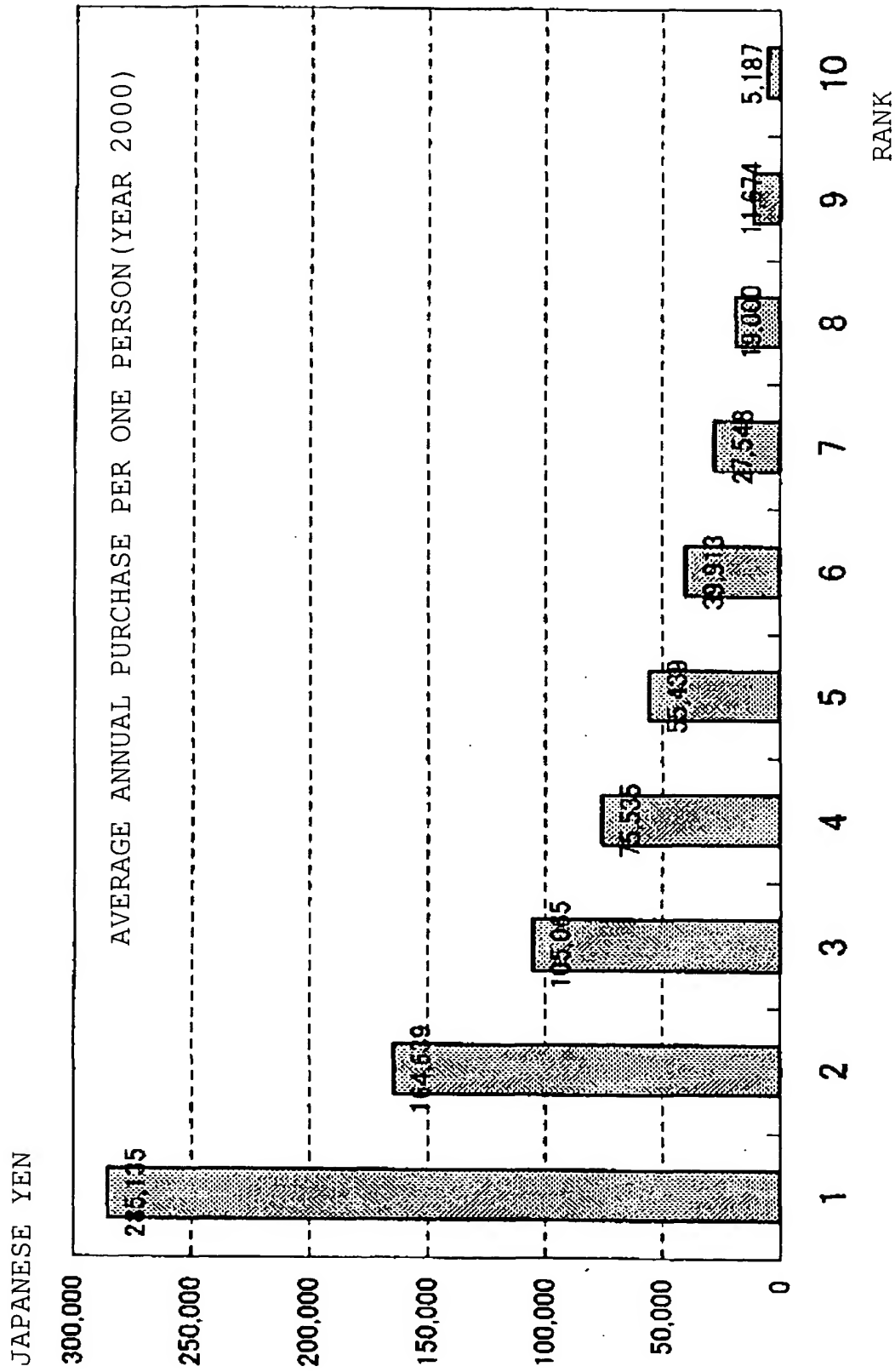


FIG. 29

RANK	CUSTOMER TOTAL, 2000	RANK DOWN (OUTFLOW)	RANK UP (OUTFLOW)	WITHDRAWAL	NEW	RANK UP (INFLOW)	RANK DOWN (INFLOW)	INCREASE AND DECREASE TOTAL	RANK MAINTAIN	CUSTOMER TOTAL, 2001
1	230	98	-	30	28	104	-	4	102	234
2	230	91	45	39	40	99	41	5	55	235
3	230	92	60	46	73	79	53	7	32	237
4	230	72	66	62	76	69	64	9	30	239
5	230	66	69	74	88	59	69	7	21	237
6	230	43	80	89	98	46	77	9	18	239
7	230	41	59	113	134	32	58	11	17	241
8	230	24	50	139	143	21	63	14	17	244
9	230	14	49	152	159	11	61	16	15	246
10	230	-	42	175	180	-	55	18	13	248
TOTAL	2300	541	520	919	1019	520	541	100	320	2400

FIG. 30

	RANK	RANK IN 2001										SUBTOTAL
		1	2	3	4	5	6	7	8	9	10	
1		102	41	22	16	10	3	2	2	1	1	200
2		45	55	31	21	15	11	5	4	3	1	191
3		23	37	32	27	21	19	9	7	5	4	184
4		14	27	25	30	23	20	11	9	7	2	168
5		11	17	19	22	21	24	16	11	9	6	156
6		7	13	18	20	22	18	15	13	9	6	141
7		2	3	11	11	14	18	17	17	14	10	117
8		1	1	3	7	11	13	14	17	13	11	91
9		1	0	1	5	7	9	11	15	15	14	78
10		0	1	2	4	5	6	7	6	11	13	55
SUBTOTAL		206	195	164	163	149	141	107	101	87	68	1381

FIG. 31

Inventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

RANK	CUSTOMER TOTAL RATIO, 2000	RANK DOWN RATIO (OUTFLOW)	RANK UP RATIO (OUTFLOW)	WITHDRAWAL RATIO	NEW RATIO	RANK UP RATIO (INFLOW)	RANK DOWN RATIO (INFLOW)	INCREASE AND DECREASE TOTAL RATIO	RANK MAINTAIN RATIO	CUSTOMER TOTAL RATIO, 2001
1	100.0	42.6	-	13.0	12.2	45.2	-	1.7	44.3	101.7
2	100.0	39.6	19.6	17.0	17.4	43.0	17.8	2.2	23.9	102.2
3	100.0	40.0	26.1	20.0	31.7	34.3	23.0	3.0	13.9	103.0
4	100.0	31.3	28.7	27.0	33.0	30.0	27.8	3.9	13.0	103.9
5	100.0	28.7	30.0	32.2	38.3	25.7	30.0	3.0	9.1	103.0
6	100.0	18.7	34.8	38.7	42.6	20.0	33.5	3.9	7.8	103.9
7	100.0	17.8	25.7	49.1	58.3	13.9	25.2	4.8	7.4	104.8
8	100.0	10.4	21.7	60.4	62.2	9.1	27.4	6.1	7.4	106.1
9	100.0	6.1	21.3	66.1	69.1	4.8	26.5	7.0	6.5	107.0
10	100.0	-	18.3	76.1	78.3	-	23.9	7.8	5.7	107.8
TOTAL	100.0	23.5	22.6	40.0	44.3	22.6	23.5	4.3	13.9	104.3

FIG. 32

		RANK IN 2001										SUBTOTAL
		1	2	3	4	5	6	7	8	9	10	
RANK	1	44.3	17.8	9.6	7.0	4.3	1.3	0.9	0.9	0.4	0.4	87.0
	2	19.6	23.9	13.5	9.1	6.5	4.8	2.2	1.7	1.3	0.4	83.0
	3	10.0	16.1	13.9	11.7	9.1	8.3	3.9	3.0	2.2	1.7	80.0
	4	6.1	11.7	10.9	13.0	10.0	8.7	4.8	3.9	3.0	0.9	73.0
	5	4.8	7.4	8.3	9.6	9.1	10.4	7.0	4.8	3.9	2.6	67.8
	6	3.0	5.7	7.8	8.7	9.6	7.8	6.5	5.7	3.9	2.6	61.3
	7	0.9	1.3	4.8	4.8	6.1	7.8	7.4	7.4	6.1	4.3	50.9
	8	0.4	0.4	1.3	3.0	4.8	5.7	6.1	7.4	5.7	4.8	39.6
	9	0.4	0.0	0.4	2.2	3.0	3.9	4.8	6.5	6.5	6.1	33.9
	10	0.0	0.4	0.9	1.7	2.2	2.6	3.0	2.6	4.8	5.7	23.9
SUBTOTAL		9.0	8.5	7.1	7.1	6.5	6.1	4.7	4.4	3.8	3.0	60.0

FIG. 33

App No.: NEW

Docket No.: 116692004500

Inventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING . . .

38/49

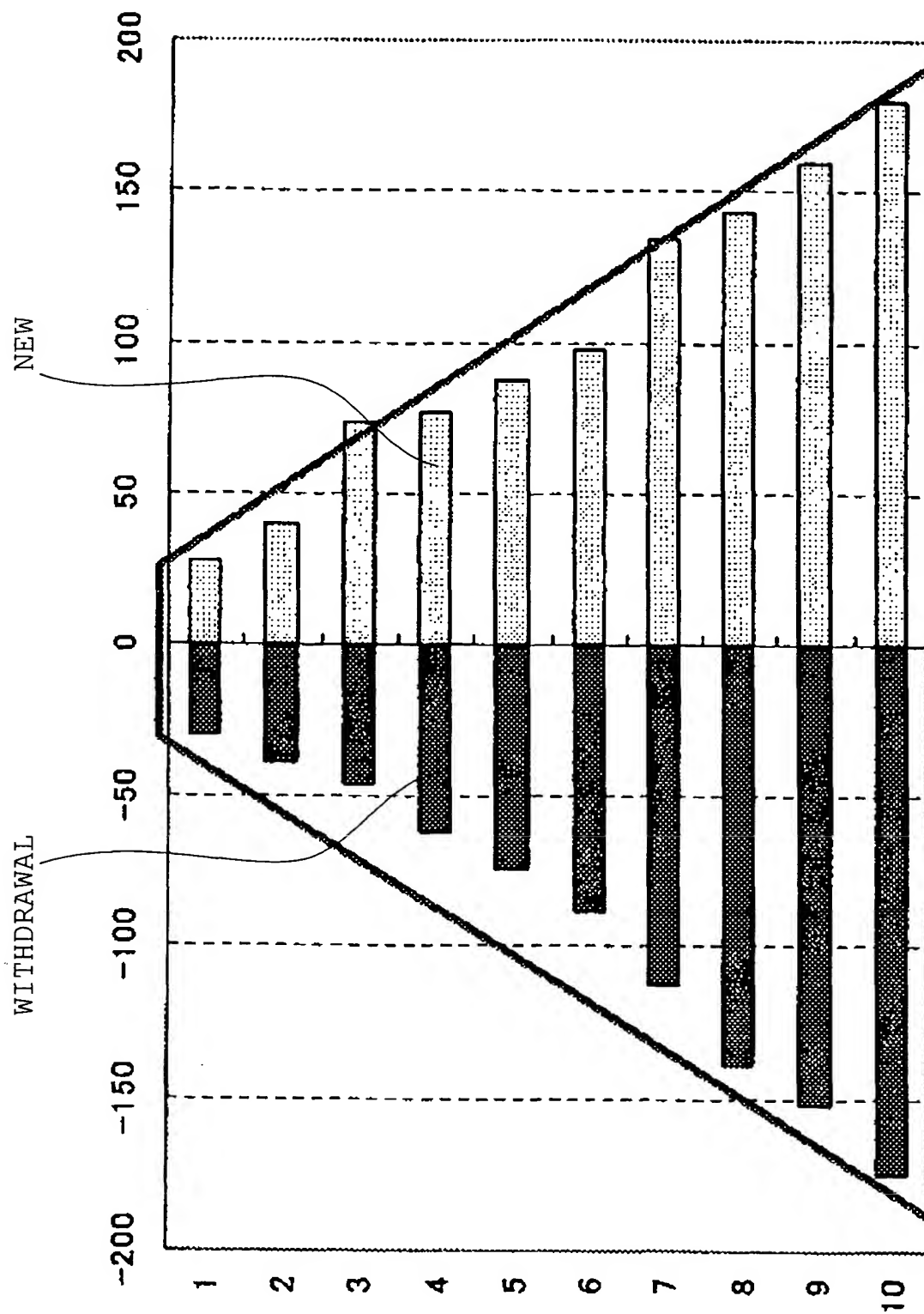


FIG. 34

39/49

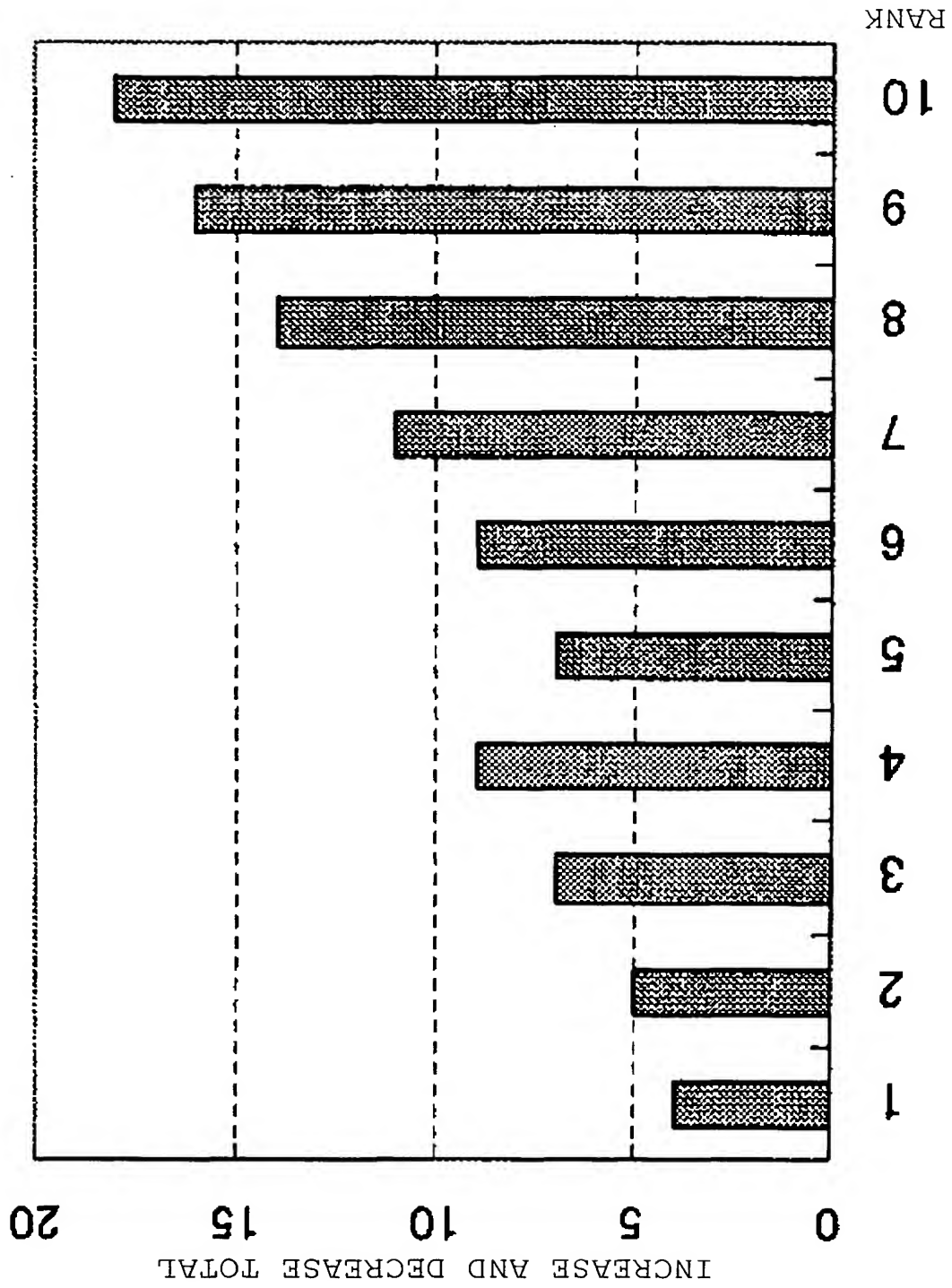


FIG. 35

40/49

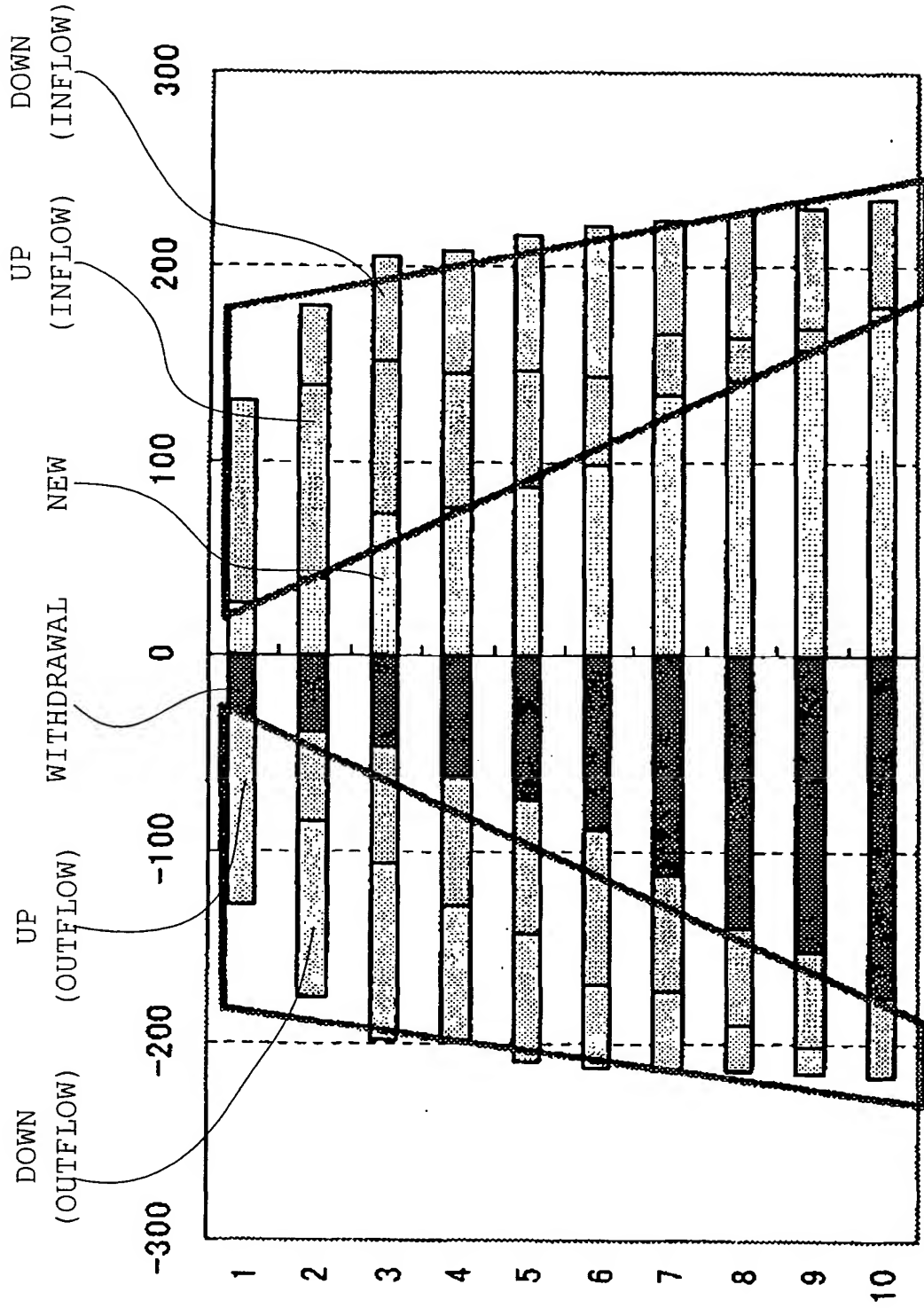


FIG. 36

RANK 7 (YEAR 2000) -> RANK 4 (YEAR 2001)

										PER TRANSAC.		SWEATER		BLOUSE		BOTTOMS		SUNDRY	
AMOUNT		VISITOR NUMBER	SALES PER TRANSACTION	COMMODITIES	CUSTOMER NUMBER	FREQUENCY	COMMODITIES		UNIT PRICE	TOTAL SALES		TOTAL SALES		TOTAL SALES		QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES
2000		502000	70	7171	90	26	2.7	1.3	5578	21	84200	1	3000	42	307500	6	4800		
						AVERAGE UNIT PRICE				4010		3000		7321		800			
						COMPONENT RATIO		23%		17		1%		47%		7%		1%	
2001		1351000	140	9650	186	26	5.4	1.3	7263	40	189200	15	88500	85	653720	7	12100		
						A.U.P.C.R.		22%		4730		5900		7691		1729			
										720		2900		369		929			
						CHANGE IN		-2%		-3%		7%		-1%		-3%		0%	
						A.U.P.C.R.						6%		-13%		0%			
A		157810	16	9863	21				4	21600	1	7900	11	95900	1	500			
B		261600	18	14533	27				5	34500	1	6900	18	166300	0	0			
C		200570	19	10556	24				10	38300	3	17600	6	56200	0	0			
D		731020	87	8403	114				21	94800	10	56100	50	335320	6	11600			
A		12%	11%	102%	11%				10%	11%	7%	9%	13%	15%	14%	4%			
B		19%	13%	151%	15%				13%	18%	7%	8%	21%	25%	0%	0%			
C		15%	14%	109%	13%				25%	20%	20%	20%	7%	9%	0%	0%			
D		54%	62%	87%	61%				53%	50%	67%	63%	59%	51%	86%	96%			

Inventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

RANK 3 (YEAR 2000) -> RANK 7 (YEAR 2001)

AMOUNT	VISITOR NUMBER	SALES PER TRANSACTION	COMMODITIES	CUSTOMER NUMBER	FREQUENCY	PER TRANSAC.		SWEATER		BLOUSE		BOTTOMS		SUNDRY		
						COMMODITIES	UNIT PRICE	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES	QUANTITY	TOTAL SALES			
2000	2053000	190	10805	268	28	6.8	1.4	7660	57	290850	17	108500	129	1061640	8	15400
						AVERAGE UNIT PRICE COMPONENT RATIO										
2001	555500	73	7610	93	28	2.6	1.3	5973	23	101420	7	40380	36	290200	8	11900
						A.U.P.C.R.			25%	4410 18%	8%	5769 7%	39%	8061 52%	9%	1488 2%
A: COMMODITY CHANGE PERIOD																
B: OFF SEASON PERIOD																
C: PEAK PERIOD																
D: FINAL PERIOD + SALE																
A	5000	1	5000	1				0	0	0	0	1	5000	0	0	0
B	83900	9	9322	14				5	20500	0	0	2	19900	0	0	0
C	30600	5	6120	5				0	0	2	14800	2	13900	1	1900	0
D	436000	58	7517	73				18	80920	5	25580	31	251400	7	10000	0
A	1%	1%	66%	1%				0%	0%	0%	0%	3%	2%	0%	0%	0%
B	15%	12%	123%	15%				22%	20%	0%	0%	6%	7%	0%	0%	0%
C	6%	7%	80%	5%				0%	0%	29%	37%	6%	5%	13%	16%	16%
D	78%	79%	99%	78%				78%	80%	71%	63%	86%	87%	88%	84%	84%

FIG. 38

App No.: NEW

Docket No.: 116692004500

Inventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

○ NEW CUSTOMER RATIO ✕ WITHDRAWN CUSTOMER RATIO ◇ CURRENT CUSTOMER RATIO
BAR: AVERAGE SERVICE DURATION YEAR

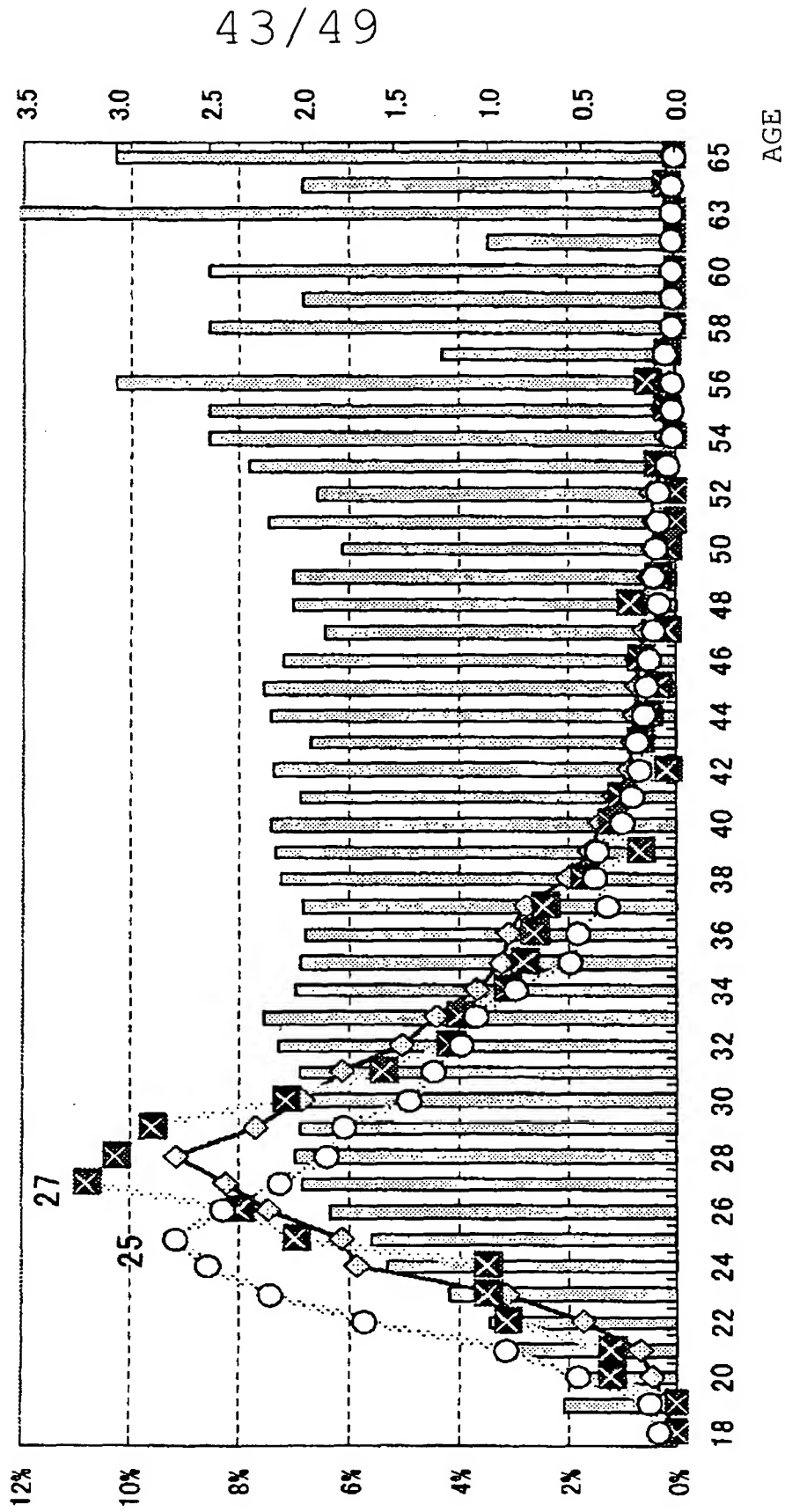


FIG. 39

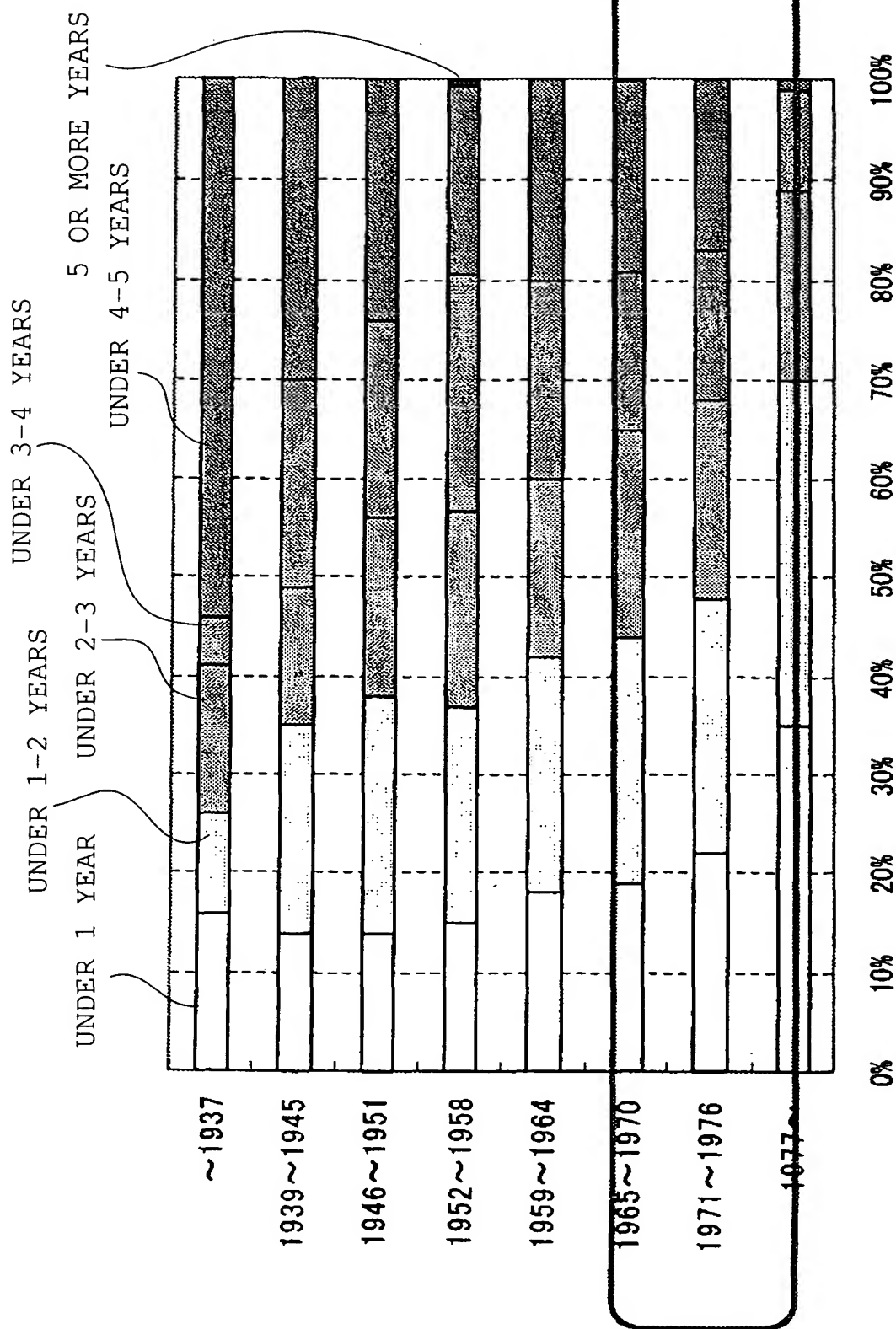


FIG. 40

45 / 49

CHANGE IN RANK BY CUSTOMER PERIOD

RANK	1 YEAR OR LESS	2 YEARS	3 YEARS	4 YEARS	5 YEARS	6 YEARS
1	2.2%	8.0%	8.7%	13.1%	13.7%	13.1%
2	4.8%	8.3%	9.0%	12.0%	12.7%	12.1%
3	6.7%	10.9%	11.1%	11.4%	9.2%	8.9%
4	11.5%	12.2%	9.1%	9.7%	8.5%	9.5%
5	12.7%	10.2%	9.9%	8.8%	9.2%	10.2%
6	13.4%	9.6%	10.1%	13.3%	8.4%	11.5%
7	15.3%	9.3%	10.4%	8.4%	10.2%	7.2%
8	12.1%	9.0%	11.6%	9.6%	9.0%	7.9%
9	14.3%	10.9%	9.2%	6.9%	9.3%	10.5%
10	7.0%	11.3%	12.7%	9.4%	9.3%	11.8%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

FIG. 41

*INITIALIZED MODULE

170

DIVISION	TRANSMISSION DAY	AUTOMATIC GENERATION	TARGET CUSTOMER NARROW-DOWN	CONTENTS
CALENDAR	RELATION- MAKING	YES	FIRST PURCHASE CUSTOMER, ETC.	(NOT SELL)
	BIRTHDAY	YES	CUSTOMER WITH RANK S OR A, ETC.	PRESENT (NOT SELL)
	FAMILY MEMBER'S BIRTHDAY	YES	CUSTOMER WITH RANK S OR A, ETC.	PRESENT (NOT SELL)
	SPECIFIC COMMODITY PURCHASE	YES	CUSTOMER WHO PURCHASED HIGH-PRICE COMMODITY	MAINTENANCE, COORDINATE
	EVERY OTHER MONTH	YES	CUSTOMER WITH RANK B OR HIGHER AND SECOND TIME+ THOSE WITH RANK C OR HIGHER, ETC.	HINT ABOUT THE STYLE OF DRESS, ETC.
	IN-TIME PURCHASE	YES	CUSTOMER WHO MET PREDETERMINED CONDITION IN A FIXED PERIOD OF TIME	

FIG. 42A

*INITIALIZED MODULE

170

DIVISION	TRANSMISSION DAY	AUTOMATIC GENERATION	TARGET CUSTOMER NARROW-DOWN	CONTENTS
PROMOTION	*INTRODUCTION OF NEW PRODUCT			
	*SPECIFIC SALE	2 WEEKS BEFORE		
	*MEMBER SALE	2 WEEKS BEFORE OR CATALOGUE COMPLETION TIME		
	*NOT COMING TO THE SHOP FOR SPECIFIC SALE	1 WEEK AFTER		
OTHERS	RETURN, REPLACEMENT, REPAIR COMPLETION	AFTER OCCURENCE OF COMPLAINT		
		YES	CUSTOMER HAVING NEW PRODUCT PURCHASE HISTORY, ETC CUSTOMER WITH RANK S OR A ALL MEMBERS CUSTOMER WHO DID NOT COME TO THE SHOP FOR SPECIFIC SALE	INCREASING NEW CUSTOMERS

*ARBITRARY SET MODULE

FIG. 42B

App No.: NEW

Docket No.: 116692004500

Inventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

UNPROCESSED ISSUE LIST

● PROCESSED ISSUE LIST

△ SORT

△ SORT

△ SORT

△ SORT

△ SORT

△ SORT

△ SORT

△ SORT

CHECK	CUSTOMER NAME	ZIP CODE	ADDRESS	MEMBERSHIP NUMBER	PROMOTION DIVISION	TEXT DISPLAY	ISSUE DATE	LIST UP	PERSON IN CHARGE	NEXT
GO/NG										<input type="checkbox"/>
GO/NG										<input type="checkbox"/>
GO/NG										<input type="checkbox"/>
GO/NG										<input type="checkbox"/>
GO/NG										<input type="checkbox"/>
GO/NG										<input type="checkbox"/>

OUTPUT FILE O INSTRUCT PRINT

FIG. 43

App No.: NEW

Docket No.: 116692004500

nventor: Masatsugu SHIBUNO

Title: ONE-TO-ONE BUSINESS SUPPORT SYSTEM
AND PROGRAM FOR IMPLEMENTING ...

TIME

YY/MM/DD

TO

YY/MM/DD

DEPARTMENT: DISPLAY BY

SHOP

PROMOTION DIVISION

ANY

STAFF

ANY STAFF

▽
SORT

▽
SORT

▽
SORT

▽
SORT

▽
SORT

▽
SORT

▽
SORT

ISSUED DATE	PROMOTION NUMBER	DM TRANS- MISSION NUMBER	PROMOTION DIVISION	REACTION NUMBER	HIT RATE	PERSON IN CHARGE	
10MAY02			RELATION- MAKING				
			RELATION- MAKING				
			BIRTHDAY				
			SPECIFIC SALE				

O OUTPUT FILE O INSTRUCT PRINT

FIG. 44